



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re application of:

Confirmation No.: 4272

Bhavesht Mehta, et al.

Group Art Unit No.: 3622

Serial No.: 10/648,599

Examiner: John L. Young

Filed on: August 25, 2003

For: SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT  
ASSOCIATED WITH ELECTRONIC CONTENT DELIVERED OVER A NETWORK

**Mail Stop Amendment**

Commissioner for Patents

P. O. Box 1450

Alexandria, VA 22313-1450

**RESPONSE TRANSMITTAL**

Sir:

Transmitted herewith is a Response to Office Action in the above-identified application.

☒ No additional fee is required.

☒ Return Receipt Postcard.

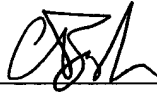
The fee has been calculated as shown below:

|                                 | NO. OF<br>CLAIMS | HIGHEST<br>PREVIOUSLY<br>PAID FOR | EXTRA<br>CLAIMS | RATE      | FEE    |
|---------------------------------|------------------|-----------------------------------|-----------------|-----------|--------|
| Total Claims                    | 20               | 20                                | 0               | \$18.00 = | \$0.00 |
| Independent Claims              | 1                | 1                                 | 0               | \$88.00 = | \$0.00 |
| Multiple claims newly presented |                  |                                   |                 |           | \$0.00 |
| Fee for extension of time       |                  |                                   |                 |           | \$0.00 |
| TOTAL FEE DUE                   |                  |                                   |                 |           | \$0.00 |

- ☒ The Commissioner is hereby authorized to charge payment of any additional fees associated with this communication or credit any overpayment, to Deposit Account No. 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP



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**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: **Mail Stop Amendment**, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

On October 8, 2004 By

  
Angelica Maloney

*Jaw*



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**RESPONSE**

Sir:

This is in response to the Office Action mailed September 2, 2004, the shortened statutory period for which runs until December 2, 2004. Please revise the subject application as indicated below.

**Remarks** begin on page 2 of this paper.